

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method of providing advertisements to an automated service machine over a network, comprising:

determining, at the automated service machine, information identifying a user;

retrieving, from a server coupled to the network, a profile of the user based on the information identifying the user, wherein the profile includes a consumer history of the user;

selecting, from ~~[[a]]~~ the server coupled to the network, an advertisement based upon the ~~information identifying~~ consumer history of the user;

providing the selected advertisement to the automated service machine; and

presenting the selected advertisement.

2. (Currently Amended) The method of claim 1, wherein the step of selecting the advertisement based upon the ~~information identifying~~ consumer history of the user comprises the steps of:

~~determining a profile of the user;~~

determining ~~information describing~~ a location of the automated service machine;

and

selecting the advertisement based on the ~~profile~~ consumer history of the user and the ~~information describing~~ location of the automated service machine.

3. (Canceled)

4. (Currently Amended) The method of claim [[2]] 1, wherein the step of presenting the advertisement ~~determining information describing the automated service machine comprises the steps of:~~ comprises:

determining a display resolution of the automated service machine.

5. (Currently Amended) The method of claim [[2]] 1, ~~wherein the step of determining information describing the automated service machine comprises the steps of:~~ further comprising:

determining existence of a printer of the automated service machine.

6. (Currently Amended) The method of claim [[2]] 1, ~~wherein the step of determining information describing the automated service machine comprises the steps of:~~ further comprising:

determining a local time for the automated service machine.

7. (Currently Amended) A system for providing advertisements, comprising:

a server, coupled to a network, the server comprising a first memory for storing information describing a profile of at least one user and a second memory for storing data for a plurality of advertisements;

a processor, coupled to the network, for selecting at least one of the plurality of advertisements based upon a consumer history included in the profile of the at least one user; and

an automated service machine, coupled to the network, for providing information identifying the at least one user and presenting the at least one advertisement selected by the processor.

8. (Currently Amended) An automated service machine coupled to a network, comprising:

at least one user interface for receiving information identifying a user;

a communications interface for retrieving, from a server coupled to the network, a consumer history of the user based on the information identifying the user and for requesting an advertisement from ~~[[a]] the server coupled to the network~~ based upon ~~the information identifying~~ consumer history of the user; and

at least one output interface for present the advertisement based upon the ~~information identifying~~ consumer history of the user.

9. (Original) The automated service machine of claim 8, wherein the at least one user interface comprises a keyboard.

10. (Original) The automated service machine of claim 9, wherein the at least one user interface comprises a card reader.

11. (Original) The automated service machine of claim 9, wherein the communications interface comprises a modem.

12. (Original) The automated service machine of claim 9, wherein the at least one output interface comprises a display.

13. (Original) The automated service machine of claim 9, wherein the at least one output interface comprises a printer.

14. (Currently Amended) An apparatus for providing advertisements to an automated service machine over a network, comprising:

means for determining, at the automated service machine, information identifying a user;

means for retrieving, from a server coupled to the network, a profile of the user based on the information identifying the user, wherein the profile includes a consumer history of the user;

means for selecting, from ~~[[a]]~~ the server coupled to the network, an advertisement based upon the ~~information identifying~~ consumer history of the user;

means for providing the selected advertisement to the automated service machine; and

means for presenting, at the automated service machine, the selected advertisement.